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March 3, 2011

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Via Electronic Filing

Re: *Sponsorship Identification Rules and Embedded Advertising*, MB Docket 08-90

Dear Ms. Dortch,

Pursuant to section 1.1206(b) of the Commission's rules, Free Press submits this notice regarding an *ex parte* communication in the above referenced docket.

On March 2, 2010, Corie Wright of Free Press met with Joshua Cinelli, Media Advisor to Commissioner Michael Copps. In the meeting, Ms. Wright discussed the need for greater transparency and disclosure of the sources of sponsored content, particularly when such content addresses political matters or contains discussion of controversial issues of public importance

Current FCC sponsorship identification rules and public file requirements do not appear sufficient to apprise viewers and listeners when content has been funded or influenced by commercial, governmental, or political interests, and, in the case of political or issue advertisements may not adequately inform viewers as to the true source of such material.¹ Without sufficient disclosure of paid content, the public's ability to trust or ascertain whether information it receives is accurate and unbiased will continue to be compromised.

Respectfully
submitted,

Corie Wright
Policy Counsel
Free Press
Washington, D.C.
202-265-1490

¹ See 47 C.F.R. §73.1212; 47 C.F.R. § 73.1943(a).

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